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ABSTRACT

This annual report focuses on the activities of the Office of Instructional Technology in the South Carolina Department of Education. This office is responsible for the development, acquisition, scheduling, and utilization of television and radio resources for grades K-12, staff development, and adult education, which are broadcast over the South Carolina Educational Television and Radio Network, and for the administration of computer-assisted instruction in the public schools. Descriptions of activities and/or statistics are presented under 18 headings: (1) Annual Management Plan; (2) Advisory System; (3) Office of Instructional Technology Publications; (4) Computer-Assisted Instruction; (5) Resource Development Section; (6) New Television Series; (7) Instructional Television (ITV) Series Evaluation; (8) State Department of Education Objectives--ITV Staff Development Projects; (9) Instructional Radio Resources; (10) Utilization Section; (11) Major Activities; (12) Instructional Television and Radio Utilization; (13) Utilization Trends in ITV; (14) Staff Development; (15) Educational Conferences and Workshops; (16) Statewide Computer Survey Results; (17) ITV and Radio Awareness; and (18) Plans for 1986-87. (EW)

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Annual Report 1986-87

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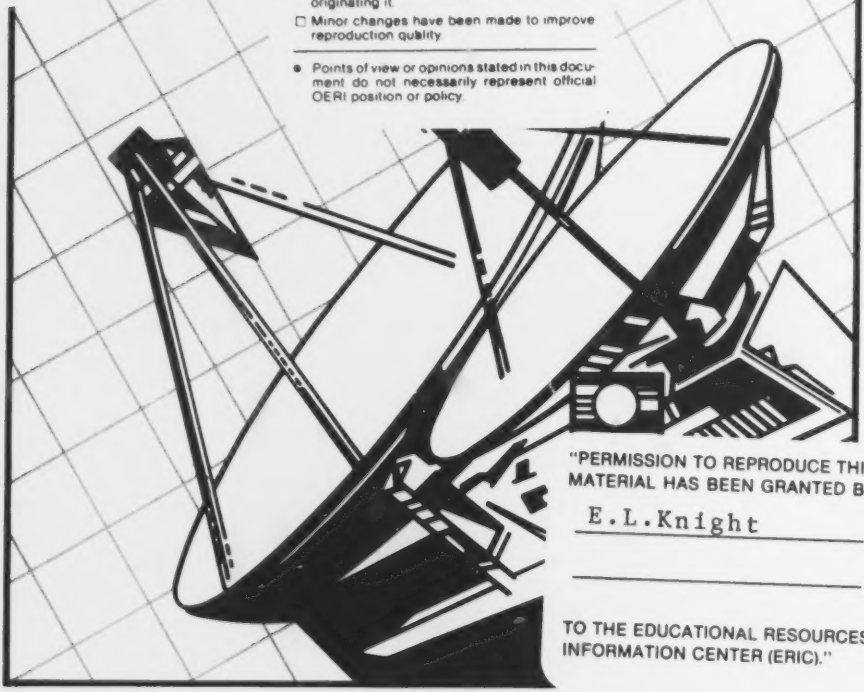

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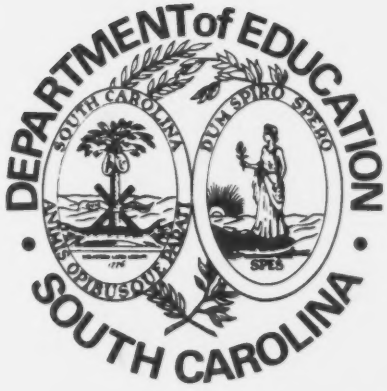
ANNUAL REPORT

1986-87



Clyde H. Green
Director
Office of Instructional Technology

Sidney B. Cooper
Deputy Superintendent
Division of Instruction

Dr. Charlie G. Williams
State Superintendent of Education

South Carolina Department of Education
Columbia, South Carolina

Clyde H. Green, Director
Office of Instructional Technology

The information contained in this report reflects the record of our services in helping to meet the educational needs of the public schools of South Carolina. The 1986-87 school year was the 28th year in which instructional television resources were available. A few of the more significant facts of the year include:

- 95 percent of all schools used ITV.
- 81 percent of all students used ITV as a learning resource.
- 48 percent of all teachers utilized ITV.
- 95 percent of all schools had videotape recording equipment (986).
- 75 percent of all television sets were color sets.
- 98 percent of all schools had color sets.
- 15,253 of the 17,488 TV sets available for instructional purposes were utilized by 17,806 teachers.
- Eighteen percent of the 510 staff development programs were new. Total series/programs usage was by 5,986 educators.
- 6 educators earned certification renewal credit utilizing TEACHING SCIENCE in the ELEMENTARY SCHOOL: LIFE SCIENCE

A computer survey was taken to report activities for the 1986-87 calendar year with the results as follows:

- 96 percent of all schools had microcomputers.
- 24,041 computers were in schools.
- 45 percent of all instructional personnel was judged to be "computer literate".

A major microcomputer activity was a fourth revision of recommended software for Basic Skills Assessment Program (BSAP) math (1-8), a third revised selection of software for language arts (1-8), and a second revision of the recommended software programs for science, grades 1-8 publication.

A central microcomputer lab at S.C. ETV and "mini labs" in each of the five utilization field offices continued to serve educators.

It is evident from this report and the survey of utilization provided by teachers and principals that technology continues to make substantial contributions to the educational process in the schools of South Carolina.

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OFFICE OF INSTRUCTIONAL TECHNOLOGY
STATE DEPARTMENT OF EDUCATION
CLYDE H. GREEN, DIRECTOR

SUMMARY REPORT
1986-87

The Office of Instructional Technology is responsible for the development, acquisition, scheduling and utilization of television and radio resources for grades K-12, staff development and adult education which are broadcast over the South Carolina Educational Television and Radio Networks, and for the administration of computer-assisted instruction in public schools.

ANNUAL MANAGEMENT PLAN

The staff participated in identifying 58 major objectives for the 11th year of the office's Annual Management Plan. To achieve each of these objectives, a calendar of activities was developed so that each staff member could review progress monthly. Reflected throughout this report is a high degree of achievement of these objectives, which are as follows.

A. PLANNING

1. Conduct a needs assessment and, for 1986-87 develop a program of instructional television resources for approval by the State Board of Education.

2. Develop a Management Plan for 1987-88.

B. FISCAL MANAGEMENT

3. Provide for the leasing of the State Board-approved instructional television resources for 1987-88.

4. Prepare the proposed budgets for updating the five-year cycle.

C. PERSONNEL MANAGEMENT

5. Plan for the professional growth and development of office staff through workshops, seminars, staff meetings, and conferences.

6. Evaluate personnel according to State Personnel and State Department of Education policy.

7. Identify, screen, recruit, and recommend employment of professional staff members.

D. ADMINISTRATION

(Print)

8. Revise the South Carolina Instructional Television and Radio Resources book for 1987-88.

9. Revise the Curriculum Guide of 1987-88 ITV and audio resources related to meeting the Defined Minimum Program.

10. Develop, acquire, and print lesson guides and student activity materials for use with ITV programs.

11. Develop and print a quarterly "Instructional Technology Newsletter."

12. Revise and print the 1987-88 Building Coordinator's Handbook and Scheduling Calendar.

(Resource Development - Production)

13. Continue the development of the following instructional television series: IT'S A RAINBOW WORLD (primary social studies); WHERE ARE WE? (primary geography); EXPERIENCES IN MUSIC, DRAMA, AND DANCE; HOLIDAY SPECIALS; THE PALMETTO SPECIAL (South Carolina history); SOUTH CAROLINA GEOGRAPHY; HARMONY (performing arts); MAKING GOVERNMENT WORK; BSAP MATHEMATICS FOR INSTRUCTIONAL TELEVISION, grades 3, 6, and 8; OLD WORLD BACKGROUND; UNITED STATES HISTORY; and AGRICULTURAL EDUCATION.

14. Assist other offices of the State Department of Education in achieving their program goals by developing and scheduling programs for broadcast by the SC ETV Network.

15. Continue the production and scheduling of the monthly program of "Up-date: Department Report."

(Scheduling)

16. Assure that television programs are available for broadcast at scheduled times.

17. Schedule the SC ETV Network for delivery of the State Board approved instructional television resources for 1987-88.

18. Schedule the SC ETV/ER Networks for delivery of the Staff Development programs for 1987-88.

(Utilization)

19. Implement a program of activities to increase ITV usage in the public schools by accomplishing the following: (a) gain in new using schools, 15; (b) gain in individual student count, 10,000; (c) gain in series enrollment, 50,000.

20. Continue a program of activities which will provide assistance for access to audio instruction via broadcast or tape.

21. Provide 150 school in-service presentations for the purpose of improving the quality and quantity of resource usage.

22. Provide instruction for the Instructional Technology Building Coordinators through district/regional workshops and individualized instruction to facilitate use of local and state resources by schools.

23. Provide instruction for videotape equipment operators in schools.

24. Increase and improve ITV reception in public schools through a plan of cooperative activities with the SC ETV Network and the Office of School Planning and Building, State Department of Education.

25. Provide undergraduate and graduate classes at institutions of higher education with information to effect an understanding and use of ITV and Radio resources in South Carolina.

26. Promote the utilization of the ITV series: IMPROVING ECONOMICS REASONING, MATH WORKS, IT'S A RAINBOW WORLD and ITV Safety Series.

(Staff Development)

27. Develop and print the 1986-87 Staff Development resources monthly schedules.

28. Offer a program of SDE re-certification and graduate level courses.

29. Continue the identification and production of ITV/Radio Staff Development programs.

(Parent Education)

30. Schedule and promote television and radio parent-oriented educational programs.

E. COMPUTERS

31. Revise advisory listing of grades 1-8 reading, composition, math, and science software for BSAP correlations; consolidate listings in one publication.

32. Obtain and house in microcomputer lab at SC ETV and the 5 field offices preview materials pertaining to microcomputers and their use in teaching grades K-12.

33. Operate and maintain a microcomputer lab at SC ETV and a regional lab at each of the 5 Instructional Technology Field Offices.

34. Provide information, assistance, and workshops on the use of computers in teaching math, reading, composition, and science.

35. Review and recommend approval of applications for computer education courses for educators and monitor approved courses.

36. Conduct the annual microcomputer survey of schools.

37. Develop and disseminate microcomputer reports.

38. Develop and disseminate programs and print materials related to office mission in instructional use of computers as appropriate.

39. Continue an in-service program for staff in the use of microcomputers for instruction.

40. Continue the Software Evaluation Exchange Dissemination Project.

F. EVALUATION

41. Conduct an assessment of utilization based on the BEDS and ITV/Radio Utilization.

42. Obtain and assess student evaluation of ITV resources that are: (a) proposed for acquisition; (b) under development; (c) currently scheduled.

43. Obtain and assess teacher evaluation of ITV resources that are: (a) proposed for acquisition; (b) under development; (c) currently scheduled.

G. DISSEMINATION

44. Disseminate 1986-87 Television and Radio Resources Book.

45. Disseminate an audio teachers guide.

46. Disseminate a curriculum guide for use of 1986-87 ITV and Radio resources in the Defined Minimum Program.

47. Disseminate a quarterly Instructional Technology Newsletter to public school personnel.

48. Disseminate a 1986-87 guide for Building Coordinators.

49. Disseminate a "Primer For In-School Production" for use by public schools.

50. Disseminate lesson guides and student activity materials.

51. Disseminate an equipment inventory.

52. Disseminate a monthly Staff Development schedule to all schools.

53. Implement activities related to information, promotional and other Instructional Technology awareness thrusts of the Office.

54. Develop and disseminate Utilization Reports.

55. Disseminate the 1985-86 Annual Report of the Office of Instructional Technology.

H. REPORTING

56. Prepare a progress report on the activities of the Office for inclusion in the Annual Report of the State Superintendent of Education.

57. Prepare the 1986-87 Annual Report for the Office of Instructional Technology.

58. Develop an equipment inventory and a utilization report.

INSTRUCTIONAL TECHNOLOGY ADVISORY SYSTEM

In order to provide better lines of communication between the Office of Instructional Technology and those we serve in the schools, an advisory system is employed. This system has two components - 12 curriculum committees for various content areas and a state advisory committee.

Curriculum Committees

Each of the 12 curriculum committees is composed of a chairman; a State Department of Education curriculum consultant; a building coordinator; a principal; five teachers, and a district curriculum specialist. The individuals on each committee are selected based upon their knowledge of a content area and/or their use of ITV/R programs in that area. These committees meet during the year for the purpose of reviewing potential new ITV/R programs, reviewing and evaluating existing ITV/R programs, and reviewing other activities of the Office of Instructional Technology. Recommendations from the 12 curriculum committees are referred to the Instructional Technology State Advisory Committee. The committees are:

Language Arts K-7 8-12	Mathematics K-7 8-12	Science K-7 8-12
Social Studies K-7 8-12	Art and Music K-12	P.E., Health, and Safety K-12
Career and Vocational Education K-12		Staff Development

State Advisory Committee

The state advisory committee is composed of a chairman; the 12 curriculum committee chairmen; 11 building coordinators; eight principals; five district superintendents or assistant superintendents, and four SDE representatives. This committee met on December 7 to receive and consider reports and recommendations from the 12 curriculum committees, to formulate recommendations concerning ITV/R programming and other ITV/R services, and to present their recommendations to the Office of Instructional Technology. These recommendations are used by the Office of Instructional Technology for direction in selecting new, or dropping old, ITV/R series, producing new ITV/R series, structuring schedules, changing print matter, etc.

OFFICE OF INSTRUCTIONAL TECHNOLOGY PUBLICATIONS

The Office of Instructional Technology uses printed materials to communicate information and to provide service to the public schools. The following is a list and description of publications provided in quantity to the schools or available upon request. All publications are free of charge to the public schools.

1. South Carolina Instructional Television and Radio Resources book: Includes significant information about ITV/radio utilization, series telecasts, schedules, and series descriptions. Also includes descriptions and yearly broadcast schedules of staff development programs. A copy of this book is mailed to all teachers and administrators in August.

2. Instructional Audio Teacher's Guide: Contains all teacher lesson guide material relative to the use of individual radio series.

3. Curriculum Guide - ITV Resources in the Defined Minimum Program: Correlates all ITV resources with the curriculum requirements of the Defined Minimum Program. It is provided to administrators and curriculum personnel of each district.

4. Instructional Technology Newsletter - A quarterly publication which features special articles about microcomputers and ITV/radio utilization, and is distributed to all teachers and administrators.

5. A Primer for In-School Production: A booklet which provides brief guidelines on the essentials of making low-budget TV productions by faculty and students.

6. Building Coordinator's Handbook and Scheduling Calendar: Provides a handy checklist of suggested services to assist teachers in the use of instructional television and radio throughout the school year.

7. Teacher and Student Lesson Guides for ITV Series: Each ITV series has a guide for series utilization. Several series are designed to use student worksheets or other materials and these are provided either in a master copy or in quantity. During 1986-87, 51,811 teacher lesson guides were requested, and 30,990 student guides.

8. Instructional Software BSAP Correlations for Language Arts, Mathematics, and Science, Grades 1-8: Provides information on grades 1-8 language arts, math, and science microcomputer software that has been correlated to the South Carolina BSAP Objectives.

9. Holiday Specials Calendar: Provides a listing and telecast schedule of holiday/Christmas specials broadcast during December of each year.

10. Office of Instructional Technology Staff Development Television Schedule: Distributed monthly, August through May. Contains a listing of televised staff development programs and their daily telecast schedules, with special notes to teachers and ITV building coordinators.

11. Office of Instructional Technology Staff Development Radio Schedule: Distributed monthly - August through May. Contains a listing of broadcast staff development programs and their daily broadcast schedules, with special notes to teachers and ITV building coordinators.

12. PBS Video Catalog: Provides information on the 214 programs that are available for use by schools in those districts that elect to pay a special access fee.

COMPUTER-ASSISTED INSTRUCTION (CAI/CMI)

Primary activities for the year have included revising BSAP-correlated language arts, math, and science computer software advisory listings; providing workshops on the effective use of this software; and conducting the third statewide computer survey.

Other computer-related support activities included plans, operating six computer labs, scheduling computer training and informational staff development programs over the S. C. ETV and Radio Networks, providing presentations at state education conferences, and serving as the point of contact for information requests on CAI from educators and agencies both in-state and out-of-state.

Throughout the year, the office was involved in the first year implementation of a multi-state pilot project on software evaluation called SEED (Software Evaluation and Exchange Design, Development, Dissemination) sponsored by the Southeastern Educational Improvement Laboratory (SEIL).

The third statewide computer survey also shows that:

the total number of computers in K-12 schools was 24,041.

1,061 schools (or 96 percent) in 92 school districts (or 100 percent) had computers.

the total number of printers in K-12 schools was 6,850; in district administrative offices, 1,033.

21,088* computers in schools were used for instruction, while 1,553* were used for administration and 1,444* were used for both.

*Figures exceed the total of 24,041 computers due to unreported use of some.

A microcomputer lab containing a variety of microcomputers, software, and a library of publications and other materials continued to assist educators at the S.C. ETV Network. This lab was used by educators to examine hardware and software, and to do research in the use of microcomputers in instruction. The lab was operated by staff from the Resource Development Section. "Mini-labs" served local educators from each of the five utilization field offices.

The total staff conducted 62 workshops, held 17 meetings with representatives of companies and/or agencies, participated in 25 training sessions, conferences and seminars, and made six presentations at meetings and conferences.

The Office of Instructional Technology has two sections, Resource Development and Utilization. A summary of the work of these two sections for the past year follows.

RESOURCE DEVELOPMENT SECTION
RETA RICHARDSON, CHIEF SUPERVISOR

The Resource Development Section develops and recommends for acquisition television and radio resources. As a part of the process, visits are made to classrooms to observe how resources are conducted, how workshops are held, and how in-service programs are presented.

Television Resources

Eight series were deleted from the 1985-86 schedule and 19 were added, thus making available 193 series. These contained 3,563 individual lessons which, on a single telecast basis, represented 1,226.70 hours of instructional television broadcast into South Carolina public schools. Each series was broadcast a number of times during the year. This is the most comprehensive instructional television schedule of any state educational network in the country.

Locally Produced Series, 1986-87

The Resource Development Section completed production of IT'S A RAINBOW WORLD, THE PALMETTO SPECIAL, HARMONY, and MAKING GOVERNMENT WORK. EXPERIENCES IN MUSIC, DRAMA AND DANCE, and HOLIDAY SPECIALS were updated. Programs in these series were produced under the direction of five instructional specialists. A brief description of these series follows.

IT'S A RAINBOW WORLD
Dr. Sandra G. Thomas completed production on this social studies series, for grades K-1, which is a continuation of the primary series, UNDER THE BLUE UMBRELLA.

THE PALMETTO SPECIAL (South Carolina History)
Production of this series for eighth graders was completed in 1986-87. Daniel H. Pipes, instructional specialist, produced the series.

HARMONY
Production under the direction of Arletta Raley was completed. HARMONY combines music, drama, and dance for the primary child.

MAKING GOVERNMENT WORK
Production was completed under the direction of Jack Hanna, Instructional Specialist.

The following programs were produced for in-school use.

Series	Number Completed
IT'S A RAINBOW WORLD	1
THE PALMETTO SPECIAL	4
MAKING GOVERNMENT WORK	3
HARMONY	3
EXPERIENCES IN MUSIC, DRAMA AND DANCE	1
CHRISTMAS SPECIALS	3
Total	15

Locally Edited/Repackaged Series

To accommodate instructional and curriculum needs, some acquired series require editing and/or repackaging before they can be telecast to schools over the S. C. ETV Network. For the BSAP Math ITV project, 42 programs from existing series were identified and repackaged as three series for grades 3, 6, and 8. Jane Terpstra, production specialist, edited 27 programs.

New Television Series

LANGUAGE ARTS

FINS, FEATHERS & FUR
Grades 1-3
15 Lessons 15 Minutes

Programs are designed to help teachers and students work together through the processes of prewriting, drafting, revising, and editing. Programs begin with making oral statements and proceed through structuring complete sentences, choosing words, gathering information, mastering simple mechanical elements, and structuring paragraphs.

WRITER'S REALM
Grades 4-6
15 Lessons 15 Minutes

Programs correlate with national writing curricula and are designed to teach writing skills to intermediate level students. Based upon the premise that all writing is creative, programs focus on using the process approach to achieve a variety of creative writing products. Programs reinforce the relationship of writing to reading, listening and speaking. In addition, programs use examples of published writing to illustrate processes and products.

ENSEMBLE
Grades 9-12
24 Lessons 30 Minutes

The series is designed for beginners or those who wish to brush-up on their French. The series utilizes various aspects of contemporary French culture to dramatize and energize the study of the language.

THE NOVEL
Grades 9-12
16 Lessons 15 Minutes

Overall goals of the series are twofold: (1) to stimulate student interest in and reading of representative novels, and (2) to enable students to recognize various literary elements, devices and techniques employed by masters of the genre. Each program in THE NOVEL emphasizes a particular literary concept so that students can learn to interpret and understand the novel through the significant elements that give it form and meaning. Concepts explored in the series include: Characterization: Development; Allegory; Setting; Plot: Conflict; Satire; Character Development: Conflict; Symbolism.

GRAMMAR SKILLS
Grades 9-12
9 Lessons 30 Minutes

This series, developed by Kentucky Educational TV, presents grammar content useful to adults who take the GED Exam. This series is also very useable for teaching grammar to high school students.

MATHEMATICS

MATH SKILLS
Grades 9-12
17 Lessons 30 Minutes

This series, developed by Kentucky Educational TV, presents math content useful to adults who take the GED Exam. This series is also very useable for teaching math to high school students

SCIENCE

STRUCTURE OF THE ATOM
Grades 11-12
6 Lessons 10 Minutes

This series of six 10 minute programs is designed to instruct students in the development of the model of the atom from the ancient Greeks to the present day and to encourage further research in the subject. The evolution of the modern model of the atom is traced by examining Dalton's atomic model, Thomson's 'raisin-bun' model, Rutherford's nuclear model, Bohr's quantum model, and finally the wave-mechanical model of Heisenberg and Schrodinger.

CHEMICAL EQUILIBRIUM
Grades 11-12
6 Lessons 10 Minutes

This series of six 10 minute programs is designed to instruct students in the concepts of dynamic equilibrium and to stimulate further research in the subject. Using computer animation, the series examines steady state systems, dynamic vs. static equilibrium, and the meaning of the equilibrium constant.

ELECTRON ARRANGEMENT & CHEMICAL BONDING
Grades 11-12
6 Lessons 10 Minutes

This series of six 10 minute programs is designed to demonstrate how knowledge of the structure of the atom can be used to explain how atoms bond with each other and to stimulate further research in the subject. It examines the theories of Rutherford, Bohr, Planck, and others.

PROTEIN SYNTHESIS
Grades 11-12
6 Lessons 10 Minutes

This series of six 10 minute programs is designed to instruct students in the concepts of protein synthesis. Using computer animation to explain the concepts, the programs examine what proteins are, how protein molecules are built, and the formation and functions of DNA and RNA molecules.

NATIONAL GEOGRAPHIC SPECIALS
Grades 5-12
32 Lessons 30 Minutes

National Geographic Specials are a group of TV programs developed by the National Geographic Society that presents science, geography, and history subject matter for students, grades 5-12.

SOCIAL STUDIES

SPIRIT OF THE LAND
Grades 6-12
2 Lessons 30 Minutes

The purpose of this series is to illustrate the rich heritage of native American cultures, beginning with films on native Alaskan and Hawaiian peoples, and to explore how each society has developed through adaptation to their specific environment.

NATIONAL GEOGRAPHIC SPECIALS
Grades 5-12
32 Lessons 30 Minutes (See description in the Science section.)

PORTRAIT OF AMERICA
Grades 5-12
24 Lessons 30 Minutes

PORTRAIT OF AMERICA presents a state-by-state search for understanding of the many parts that make up the whole concept of America - its vibrancy and strength, its richness as our home. It examines the lives of hundreds of people and experiences their successes and achievements, their striving for a good life for themselves and their children, their determination and ingenuity, and their strong attachment to the land.

ART

RETURN OF THE ARTMAKER
Grades 5-7
32 Lessons 15 Minutes

This series, which includes lessons in advanced painting, crayon techniques, and clay, as well as poster making, book making, soap carving, floral arrangements, papier mache, collages, lettering, murals, and perspective, challenge the students to reach new highs in manipulative skills and creative expression.

MUSIC

MEET AN ORCHESTRA MUSICIAN
Grades 4-8
3 Lessons 15 Minutes

This fantasy about an imaginary symphony orchestra preparing for a youth concert introduces students to musicians from all the sections of the orchestra. Viewers see and hear all the families of instruments and begin to understand the care those instruments require and the physical and mental work and cooperation that go into a performance.

PHYSICAL EDUCATION, HEALTH, AND SAFETY

FEELING FIT
Grades 9-12
15 Lessons 15 Minutes

FEELING FIT takes holistic approach to wellness, and recognizes the interaction of physical, emotional, social, spiritual and intellectual factors that are necessary for well being. The series brings together the top wellness experts in the fields of health education, aging, exercise physiology, nutrition, medicine, stress management, weight control and behavioral change.

VOCATIONAL AND CAREER EDUCATION

PHOTO TIPS
Grades 6-12
10 Lessons 3-7 Minutes

The purpose of PHOTO TIPS is to demonstrate photographic techniques and solutions to common problems in order to create interesting pictures with simple equipment. Use of tripods, backdrops, lens selection, props, light control, and angles are among the many techniques included in the short but content-filled programs.

COMPUTER ASSISTED INSTRUCTION

THE COMPUTER ROOM
Grades 4-7
10 Lessons 15 Minutes

This series of ten 15 minute programs is designed to introduce students to computers by building awareness of what computers do in the school, home, and workplace. The magazine format programs feature a section on the history of computers, a short review of software, segments with computer users, and a visit to Rimmer's Room, where hacker Steve Rimmer demonstrates various computer components and explains how they function.

NIBBLES
Grades 6-12
6 Lessons 30 Minutes

NIBBLES is a series composed of selected animated segments from the BITS AND BYTES television series that explores microcomputers and their use.

ITV SERIES EVALUATION

Evaluation of ITV/R programs is an essential component of the process employed for the development and use of these programs. The evaluation system has two parts, formative and summative.

FORMATIVE: The Resource Development Section evaluated eight programs from series in production with students, teachers in nine classrooms, and series advisory committees. Other formative evaluation techniques included sending scripts and completed ITV programs to teachers and college professors for review, and using programs to teach groups of students. Series being considered for adoption were evaluated by more than 1,500 teachers, administrators, students, and South Carolina ETV technical staff.

SUMMATIVE: The instructional technology curriculum committees and the state advisory committee evaluated the 1986-87 resources. There were 147 educators involved in this evaluation. These committees provide guidance as to whether or not our resources are accomplishing the objectives for which they were designed and whether or not they need revision. Other summative evaluation activities were submitting programs in competition and securing evaluations of programs used by other agencies in other states.

WORKSHOPS CONDUCTED

The Resource Development staff conducts workshops each year pertaining to the series they are producing or the content area in which they are certified. Sixteen workshops were held for 488 teachers.

STATE DEPARTMENT OF EDUCATION OBJECTIVES

During 1986-87 the Department of Education used television extensively to help achieve its goals and objectives. The Production Specialist, coordinated the planning and production activities for the 40 programs produced for use in workshops and for telecasting over the ETV Network. These programs were:

ITV Staff Development Projects, 1986-87

Office of School Food Services:	
Free/Reduced Price School Meals	1
Update School Food Service	3
Office of General Education:	
Update: Music Education	4
Thinking Skills	4
Physical Education	2
BSAP Math Teleconference	1
Office of Vocational Education:	
School Building Maintenance	2
Office of Leadership & School Improvement:	
Leadership Training Seminar	5
Office of Instructional Technology:	
Update: Department Report	9
I-TECH Welcome Back to School	1
I-TECH Report to State Advisory Committee	1
I-TECH Utilization Survey Orientation	1
ITV 1986-87 Excerpts	1
ITV Staff Development Excerpts	1
Bicentennial Constitution Teleconference	1
Law Day Teleconference	1
Minorities & the Constitution Teleconference	1
Law-Related Education Teleconference	1
Total	40

Instructional Radio Resources

Identified for adoption were 52 radio series totalling 961 programs and 258 hours of instruction. These series were provided on tape upon request to schools.

During 1986-87 the Department of Education used radio to help achieve its goals and objectives by producing programs for use in workshops and for broadcasting over the S. C. Educational Radio Network. These programs were:

Instructional Radio Staff Development, 1986-87

Program	Number of Programs
Education Reform - Dr. Raj K. Chopra	1
Educational Needs - Terry K. Dozier	1
Effective Schools - A Teacher's Viewpoint - Terry K. Dozier	1
Legislation and Effective Schools - Dr. Wilson Riles	1
Success Strategies for Educators - Dr. Wilson Riles	1
Transformations Affecting Education - Dr. Larry Hutchins	1
Building Children's Self-Confidence Through Talent Development - Asa Hilliard	1
Children's Thinking: What's in It for Teachers - Dr. Millie Almy	1
The Disappearance of Childhood - Neil Postman	1
Efficacy in Evaluation - Sandra L. Robinson	1
Good Discipline - Dr. James L. Hymes, Jr.	1
The Hurried Child - Dr. David Elkind	1
Learning About Children's Cultures - Asa Hilliard	1
Professional Development of Teachers - Kevin Swick	1
Reaching Young Children: Where Do We Begin? Dr. James Hymes, Jr.	1
Library Newsletter	9
Total	24

UTILIZATION SECTION
ROBERT W. REESE, CHIEF SUPERVISOR

The Utilization Section consists of a chief supervisor, five utilization consultants, and secretarial/clerical staff. The section provides a very active program of services to improve the quality and quantity of utilization and to expand reception. These services, plus the addition of new and revised ITV resources, the services of school building coordinators, and reception improvement, resulted in substantial utilization growth.

Utilization Section Staff Members

The names, office locations, and geographical areas served by the utilization consultants are:

Utilization Consultant	Field Office
Larry Armstrong*	Rock Hill
Judy S. Brasington	Charleston
Audrey B. Eddy	Spartanburg
Nicholas Martin	Blackville
Dorothy L. Owen	Florence

* Position vacant as of August 1987.

Major Accomplishments of State Department of Education Objectives

A total of 179 in-services were provided, 54 of which were for ITFS schools.

1. In-service and Training

	Accomplished: 1986-1987	1985-1986
Training of VTR Operators	90%	87%
New ITV/R Bldg. Coord. Orientation	93%	87%
In-services/Workshops		
ITFS Schools	54	47
Open-Circuit Schools	92	106
District In-services	3	8
Others	30	22
Totals	183	183

2. Utilization

ITV:				
New Using Schools	+	17	+	42
Total Series Usage	+	12%	+	10%
Individual Students Viewing	+	6%	+	4%

3. Summary of Utilization Services Provided:

The Utilization Section scheduled consultant services to the meet major service needs of districts and schools. A summary of the major services follow.

	1986-1987	1985-1986	1984-1985
ITV/Radio Building Coordinators Appointed	1,017	1,050	986
Trained during fall workshops	488	508	398
Trained by individual school visits	85	84	96
VTR Operators Trained	87	119	102
In-service Presentations Number given	179	183	194
Teachers attending	4,992	5,105	5,976
Schools given in-service	157	179	154
Schools Visited	404	409	437
School and Administrative Office Vists	942	1,080	1,121
Superintendents Visited	58	69	65
Conferences with School Administrators	318	356	454
College Classroom Presentations	18	15	18
Civic or Non-school Presentations	-	1	3

4. Television Network Expansion

Throughout the school year, ETV's Division of Field Technical Services maintained closed-circuit service and building distribution systems (BDS) and outlets, as well as maintained reception and installed equipment and television towers in Phase I of the ITFS project. ETV installed 27 BDS's during 1986-87.

a. Summary of BDSs and additional classroom outlets installed by ETV:

	1986-1987	1985-1986	1984-1985
(1) BDS	20	37	32
(2) BDS Outlets	753	1,349	1,185
(3) Minor Project Outlets			
(a) No. of Locations	229	209	-
(b) Total Outlets	687	1,130	-
(4) Total Outlets Installed	1,440	2,479	1,185

b. Total No. of Classroom Outlets as of June 30, 1987: 36,689 | 28,895 | 28,208

c. Total BDSs in schools as of June 30, 1987

(1) ITFS Schools	380	364	249
(2) Open-Circuit Schools	518	481	483
(3) Other Locations Administrative Offices	41	41	6
Total (Excludes "Other Locations")	898	845	732

5. School Reception Equipment Purchases

The availability of TV and radio equipment increased by the following amounts and percentages.

	1986-1987	1985-1986	1984-1985
TV Sets	2,030 (13%)	1,049 (7%)	461 (3%)
VTRs	986 (45%)	387 (22%)	327 (22%)

Computer Education Utilization Activities

Now in the fourth year of providing computer services to schools, the Office of Instructional Technology continued expanding its variety of services on the instructional use of computers. The office participated in implementing the first year of a seven-state cooperative project for software evaluation, called SEED (Software Evaluation Exchange Dissemination). A fourth statewide survey was completed. Six presentation on computer use in instruction were given at statewide educational conferences.

In cooperation with the Office of General Education, the office reviewed computer course applications for approval. The utilization consultants monitored five computer courses which were offered for certificate-renewal credit. Seventy-two courses on introduction to computers and computer applications were funded, serving a total of 1,125 teachers at a final expenditure of $346,318.

The staff of the Utilization Section provided a substantial amount of assistance directly to school districts and schools, as given below.

a.	School Assistance Visits	
	Number of School Visits	112
	Number of Schools Visited	103
	Total Administrative Visits	41
	Total Number ofVisits to School and Administrative Offices	152
b.	Computer Workshops	
	Number of Workshops	62
	Attendance	997
c.	General Presentations on Computer Education	
	Number of Presentations	5
	Attendance	118
d.	Computer Class Visits	
	Number of Certificate-Renewal Class Visits	5

7. Computer Software Evaluation Project (SEED)

The office participated in the first full pilot year of the Software Evaluation Exchange Dissemination (SEED) project, sponsored by the Southeastern Instructional Lab (SEIL) of Raleigh, N.C. Participating states included Georgia, Florida, Alabama, South Carolina, North Carolina, and Louisiana. The office staff served on the SEED task force, jointly sponsored a regional software evaluation trainers' workshop, conducted a statewide software evaluators' workshop, and administered the project which produced 54 completed evaluations. Other data on the pilot year's evaluations are as follows.

South Carolina SEED Software Evaluations: 1986-87

1.	Titles Reviewed	54
2.	Titles with Annotations Completed	35
3.	Number of Evaluatores Trained	110

A set of 121 evaluations from the SEED project was printed and distributed to educators. The project was successful in accomplishing the major objectives of increasing the number and quality of software evaluations available to our educators and increasing the expertise of staff and evaluators in software evaluation.

Evaluation of Program

The Utilization Section participated in the monitoring of five certificate-renewal courses on an introduction to computers, which were offered by school districts during the year.

ITV and Radio Utilization

The annual statewide utilization survey of ITV and Radio usage and equipment provided data on the usage of ITV/radio resources and growth in local reception. This data is used to manage delivery of consultant services, to schedule resources over the S.C. ETV and S.C. ERN Networks, to improve local reception, and to place TV and radio sets where they are most needed. This information is given to local districts and schools to assist in budgeting for purchases, equipment maintenance, transfer of unused sets within districts, and retirement of equipment that was not repairable.

Instructional Television (ITV)

The state's schools were served by 11 ETV television stations, by the closed-circuit/ITFS network (serving 357 secondary schools, schools having seventh grade and above), and, to a limited extent, by ETV tape delivery; and was used by:

81 percent of all students

95 percent of all schools

48 percent of all teachers

Television Usage	1986-1987	1985-1986	1984-1985
Schools	1,042	1,031	1,019
Districts	92	91	91
Individual Students Viewing	491,356	464,586	447,411
Total Series Usage	2,870,422	2,553,764	2,331,464
Teachers Using	17,806	16,496	15,386
Classes	130,304	117,390	105,522
TV Sets	17,488	15,458	14,510
Videotape Machines	3,156	2,170	1,788

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
LANGUAGE ARTS											
About Books: Intermediate	4-6	87	11,347	11,589	10,833	313	357	350	514	543	513
About Books: Primary	1-3	47	19,993	18,570	19,135	729	810	692	942	916	915
American Literature	9-12	103	9,131	8,912	8,959	177	166	154	424	401	380
Best of Cover to Cover I, The	4-6	54	18,135	18,780	19,522	607	666	670	846	911	915
Best of Cover to Cover II, The	4-6	36	23,772	24,426	25,649	668	759	728	1,073	1,127	1,143
Book Bird, The	4	58	17,038	16,627	19,522	566	545	670	743	755	915
Cursive Handwriting A	2-3	35	23,783	21,264	20,215	1,072	987	946	1,166	1,051	125
Cursive Handwriting B	2-3	93	10,098	9,702	8,053	427	433	481	556	574	518
Ensemble	9-12	107	8,534	-	-	130	-	-	387	-	-
Fins, Feathers and Fur is Fun	1-3	70	13,379	-	-	626	-	-	655	-	-
Gather Round	1-3	3	58,476	53,358	48,657	2,217	2,106	2,000	2,791	2,572	2,368
Getting the Word	6-12	124	6,663	6,912	8,910	257	273	373	381	403	547
Grammar Skills	9-12	152	4,708	-	-	97	-	-	234	-	-
Guten Tag	10-11	183	1,082	609	735	17	16	15	43	29	36
Guten Tag, Wie Geht's	10-12	192	273	266	641	11	8	14	16	13	21
Humanities	9-12	49	18,992	18,027	18,560	315	294	285	859	814	779
In Other Words	7-8	161	3,610	2,226	4,390	66	56	77	152	109	195
Inventive Child, The	4-7	154	4,621	4,592	4,941	198	208	205	233	219	239
Letter People, The	1	6	51,953	50,928	40,707	2,121	2,081	1,887	2,513	2,525	2,226
Matter of Fact, A	7-10	104	8,812	7,661	10,160	153	150	176	429	358	458
Matter of Fiction, A	7-8	71	13,367	13,442	17,856	250	276	304	653	670	805
Novel, The	9-12	80	12,279	-	-	185	-	-	588	-	-
Our Living Language	4-6	67	14,458	14,593	16,270	435	276	491	656	677	689
Poetry Alive	7-12	150	4,804	2,831	3,937	91	68	68	213	136	166
Read All About It I	4-6	53	18,140	16,309	15,081	680	613	565	860	784	731
Read All About It II	4-6	63	16,174	12,679	13,542	582	483	470	758	611	629
Readalong 1	1	32	25,383	21,210	22,459	1,168	1,019	1,078	1,290	1,100	1,158
Readalong 2	2	75	13,104	11,227	10,591	584	543	509	667	580	590
Reading Rainbow	2-5	1	97,687	76,419	51,350	3,877	3,162	2,032	4,690	3,669	2,497
Readit	3	82	11,975	9,663	11,008	462	396	406	554	466	495
Secondary Grammar	9-12	116	7,497	7,543	8,403	111	124	131	341	358	366
Shakespeare Plays	10-12	16	38,995	42,088	37,968	590	621	557	1,747	1,819	1,602
Short Story, The	7-12	12	43,068	42,643	49,696	694	688	727	1,997	2,015	2,206
Short Story Showcase	11-12	10	46,093	46,099	49,501	680	694	667	2,128	2,100	2,178
Speakeasy	6-12	175	2,067	1,578	-	44	39	-	103	86	-
StoryBound	4-6	38	23,354	22,731	25,650	602	616	636	1,073	1,015	1,145

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
LANGUAGE ARTS (continued)											
Telesales	K-3	34	24,423	7,139	-	950	256	-	1,186	325	-
Thinkabout	5-6	89	10,658	11,416	13,653	385	382	452	511	550	644
Tomes and Talismans	5-6	15	40,120	25,876	-	630	368	-	1,818	1,138	-
Watch Your Language	7-12	153	4,706	5,333	4,920	94	104	98	246	278	248
Wordshop, The	2-3	84	11,592	11,657	9,948	536	536	458	579	608	495
Wordsmith, The	5-8	66	15,061	13,012	17,326	380	328	451	717	652	815
Write Channel, The	3-4	79	12,771	12,564	12,921	508	525	519	579	587	601
Write On	6-12	72	13,335	12,355	16,019	267	270	330	600	579	690
Writer's Realm	4-6	146	5,207	-	-	139	-	-	227	-	-
Writing for a Reason	12	133	5,991	6,304	6,316	117	116	135	271	300	277
You Can Write Anything	3-6	109	8,238	6,277	-	281	226	-	374	296	-
Zarabanda	9-12	123	6,866	3,287	5,304	106	56	109	287	137	239
Zebra Wings	5-8	105	8,809	8,087	10,727	226	220	264	398	377	447
MATHEMATICS											
Geometry	10-11	180	1,605	1,452	939	40	41	25	81	77	40
It Figures	4	86	11,349	9,712	10,426	426	368	395	550	485	531
Landscape of Geometry	8-10	111	8,092	6,938	5,720	133	113	98	373	310	241
Math Cycle	3	94	9,970	7,555	3,566	444	354	173	538	407	195
MathMakers II	4-6	126	6,551	6,227	5,340	202	188	169	308	294	244
Math Matters	5-8	90	10,598	10,981	8,095	226	227	176	519	547	384
Math Patrol II	2	51	18,219	18,051	13,988	838	839	662	380	927	728
Math Patrol III	3-5	118	7,123	7,376	7,601	311	310	319	359	366	394
Math Skills	9-12	172	2,889	-	-	84	-	-	162	-	-
Math Works	5	130	6,331	5,532	-	180	142	-	321	279	-
Mathematical Relationships	4-6	169	3,158	5,317	4,046	75	113	97	144	238	183
Mathematics at Work in Society	8-12	138	5,558	5,038	4,052	90	85	57	279	223	174
MeasureMetric	4-6	106	8,662	5,943	9,587	209	153	230	436	284	453
Metric System, The	5-8	46	20,443	19,577	17,298	371	358	303	943	864	760
Modern Math	5-8	113	7,756	5,649	7,707	159	108	149	393	284	358
Reading Approach to Math, A	7-12	142	5,409	5,670	4,785	97	110	72	288	302	220
Two Plus You (Math Patrol I)	1	61	16,890	16,070	13,802	806	765	682	844	805	703
SCIENCE											
About Science	7-12	97	9,856	10,372	8,553	208	198	166	437	434	354
All About You	2-3	5	52,187	48,953	47,194	2,354	2,201	2,162	2,480	2,375	2,316

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
SCIENCE (continued)											
Animals and Such	3-4	41	21,570	19,590	20,676	823	795	783	984	909	950
Atoms and Molecules	5-6	50	18,333	13,196	10,970	291	230	199	763	552	430
Biology and Ecology	9-12	23	33,124	33,349	26,603	409	424	310	1,372	1,379	1,047
Chemical Equilibrium	11-12	167	3,208	-	-	57	-	-	146	-	-
Community of Living Things,The	7	76	13,014	12,111	11,368	219	238	180	552	542	465
Dimensions in Science: Chemistry	10-12	100	9,618	10,628	8,081	135	138	115	406	440	323
Dimensions in Science: Physics	9-12	149	4,813	5,409	4,281	97	110	88	221	250	184
Dragons, Wagons & Wax	1-3	14	41,661	97,096	33,359	1,908	1,733	1,559	2,278	1,809	1,626
Earth Science	8	37	23,543	24,279	23,411	370	395	338	1,018	1,012	917
Electron Arrangement & Chemical Bonding	11-12	121	6,968	-	-	102	-	-	289	-	-
Energy Flow	10-12	162	6,525	2,388	-	57	44	-	154	12	-
Featherby's Fables	1-2	55	17,872	14,791	15,169	841	702	721	872	733	751
Homeostasis	10-12	151	4,732	3,062	-	70	48	-	207	126	-
Human Community, The	6-10	125	6,565	6,159	4,362	111	107	78	278	263	182
Introducing Biology	10-12	19	35,902	29,600	27,112	442	364	336	1,481	1,220	1,108
Life Science	7	33	24,943	19,741	25,943	396	305	357	1,031	823	1,023
Protein Synthesis	11-12	132	6,036	-	-	85	-	-	249	-	-
Natural Science Specials	8	48	19,099	14,152	11,378	234	264	146	773	6,522	448
Physical Science	9	56	17,575	16,183	15,387	259	228	222	719	651	628
Search for Solutions	9-12	88	10,671	12,779	10,802	122	144	105	444	500	411
Start Here: Adventures in Science	4-7	77	122,926	11,099	9,782	292	246	216	530	456	399
Structure of the Atom	11-12	96	9,901	-	-	158	-	-	425	-	-
3-2-1 Contact	4-6	22	33,287	25,065	19,769	1,062	827	627	1,433	1,085	848
Universe and I, The	8	64	15,688	11,822	14,722	210	148	170	654	471	580
Up Close and Natural	1-4	18	379,952	34,064	28,190	1,649	1,496	1,243	1,771	1,627	1,326
Voyage of the Mimi	3-7	68	14,274	14,391	-	420	421	-	640	637	-
Wave Particle Duality	10-12	164	3,477	1,711	-	68	37	-	162	82	-
WhatAbout	7-8	120	7,053	4,960	6,597	83	59	84	280	193	269
What on Earth?	8	60	16,909	13,689	15,922	245	199	203	713	568	610
Zoo Noises	K-6	69	13,935	13,371	-	611	588	-	690	655	-
SOCIAL STUDIES											
Across Cultures	6-7	85	11,397	13,064	9,245	214	249	162	476	552	366
America	9-12	57	17,418	15,733	14,532	243	216	188	707	622	561
America Counts	163	3480	4,845	3,620	61	77	66	145	132	148	-

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
SOCIAL STUDIES (continued)											
American Enterprise	11-12	110	8,166	7,995	7,925	104	106	111	320	324	316
American Frontier, The	6-12	143	5,344	4,448	-	108	88	-	224	201	-
American Legacy	5-6	119	7,091	6,183	6,054	187	163	145	304	257	242
Clyde Frog Show, The	1	27	29,095	27,083	22,563	1,276	1,170	1,069	1,443	1,318	1,137
Common Cents	1-2	129	6,486	6,271	6,471	300	294	318	320	310	325
Equal Justice Under the Law	10-12	98	9,787	10,063	9,533	146	146	128	400	414	367
Finding Our Way	4-8	44	21,133	19,371	21,587	487	428	486	885	791	849
Gettin' to Know Me	4-8	108	8,274	8,365	9,134	255	275	288	4,633	436	469
Give and Take	8-12	95	9,931	10,160	12,468	153	149	186	408	418	516
Growing Up/Growing Older	3-6	178	1,709	2,005	-	80	86	-	97	99	-
Harriet's Magic Hats	K-3	31	26,964	25,422	16,263	1,235	1,167	727	1,326	1,521	803
Holiday Specials	K-2	8	47,057	36,258	33,382	1,688	1,317	1,306	2,257	1,719	1,617
It's a Rainbow World	K-1	26	31,456	31,047	-	1,271	1,287	-	1,500	1,485	-
Making Government Work	11-12	62	16,663	13,618	14,893	254	202	221	872	553	599
National Geographic Specials	5-12	9	46,849	-	-	855	-	-	2,035	-	-
Newscast from the Past	9-12	139	5,553	3,706	-	90	63	-	241	152	-
Odyssey	4-6	102	9,185	9,852	8,956	208	242	231	345	407	359
Old Enough to Care	10-12	182	1,142	1,287	838	26	31	23	58	60	43
Old World Background	7-12	24	31,741	29,353	38,742	448	413	499	1,297	1,167	1,462
OurStory	6-12	73	13,330	8,192	17,155	163	94	208	544	334	659
Palmetto Special, The	7-12	20	35,663	34,188	33,312	553	517	500	1,698	1,415	1,347
Portrait of America	5-12	144	5,281	4,150	-	98	82	-	236	182	-
Pennywise	1-3	92	10,374	11,426	9,556	490	540	459	499	562	477
Psychology 101	11-12	145	5,270	3,600	3,998	960	80	74	208	151	166
Ripples	K-2	45	20,690	17,932	21,977	909	816	977	998	883	1,066
Sandlapper's Corner	3	13	42,885	41,241	37,275	1,834	1,718	1,558	2,063	1,932	1,774
Saudi Arabia	9-12	114	7,574	9,457	5,643	143	113	71	321	373	213
Spirit of the Land	6-12	179	11,660	-	-	30	-	-	67	-	-
Taxwhys	9-12	134	5,971	6,572	3,910	78	96	67	239	280	162
Trade-Offs	4-6	128	6,492	5,377	6,836	176	136	186	280	214	295
Truly American	4-8	17	38,694	35,310	35,466	875	809	797	1,688	1,494	1,485
Under the Blue Umbrella	1	25	31,611	30,250	27,546	1,499	1,421	1,331	1,562	1,499	1,393
Under the Yellow Balloon	1-3	29	27,572	28,016	28,381	1,286	1,316	1,327	1,349	1,364	1,411
Understanding Our Taxes	9-12	122	6,882	8,455	9,234	119	138	163	295	350	380
Understanding Our World	4-6	59	16,978	15,107	13,487	444	391	352	728	633	562
U.S. History	9-12	11	43,494	35,276	47,465	566	461	632	1,786	1,434	1,877

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
SOCIAL STUDIES (continued)											
Ways of the Law	10-12	78	12,900	14,377	16,388	222	217	260	558	590	682
What Is ...?	6-12	157	4,078	1,535	-	57	25	-	162	59	-
What's in the News	4-6	7	48,536	45,183	38,089	1,275	1,201	959	2,111	1,950	1,595
ART											
Arts Alive	6-8	166	3,216	2,797	2,852	48	48	42	141	134	141
Arts-a-Bound	5-7	176	1,929	751	-	33	24	-	89	36	-
Artscape	4-6	99	9,782	8,211	7,425	103	68	66	422	345	319
Draw Along	1-3	39	22,390	32,286	28,605	946	1,348	1,258	1,071	1,512	1,358
Draw Man, The	3-7	40	22,277	18,834	21,244	775	669	720	1,034	886	957
Images and Things	4-7	171	2,963	3,371	4,860	93	92	133	144	152	241
Return of the Artmaker	5-7	135	2,848	-	-	72	-	-	256	-	-
Visions: Artists and the Creative Process	11-12	174	2,147	1,820	1,711	31	31	31	95	88	83
MUSIC											
Experiences in Music, Drama & Dance	7-12	148	4,893	6,853	7,731	74	105	82	216	306	351
Guitar	4-12	191	341	411	207	13	14	9	19	22	12
Harmony	2-3	136	5,719	5,749	4,461	138	127	90	260	253	216
Holiday Viewing	1-12	2	60,140	95,622	72,602	1,771	2,943	2,055	2,846	4,504	3,352
It's Mainly Music	4-6	170	3,080	2,996	-	37	41	-	131	126	-
Meet an Orchestra Musician	4-8	159	3,663	-	-	48	-	-	151	-	-
Music and Me	1-6	117	7,493	7,736	11,047	123	114	155	330	334	500
Musical Encounter	3-6	168	3,168	1,134	-	36	27	-	111	50	-
Time for Sounds V	5-6	165	3,250	2,399	5,874	47	50	63	134	104	256
PHYSICAL EDUCATION, HEALTH AND SAFETY											
Calling All Safety Scouts	1-3	83	11,955	11,062	4,016	512	469	197	577	532	208
Conrad	6-9	115	7,572	7,354	9,360	182	191	202	338	336	408
Feeling Fit	9-12	131	6,114	-	-	101	-	-	243	-	-
Growing Up	5-8	141	5,485	6,579	8,229	93	117	76	248	277	313
High Feathers	4-8	52	18,204	15,969	14,649	578	521	423	837	752	664
Inside/Out	4-7	65	15,573	16,040	14,790	520	629	519	710	781	696
Inside Story with Slim Goodbody, The	3-5	21	34,141	29,233	24,701	1,339	1,138	936	1,562	1,355	1,138
It's Your Move	1-6	158	3,858	3,841	5,234	165	152	161	175	189	251

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK	STUDENTS USING SERIES 86-87	85-86	84-85	TEACHERS USING SERIES 86-87	85-86	84-85	CLASSES USING ITV 86-87	85-86	84-85
PHYSICAL EDUCATION, HEALTH AND SAFETY (continued)											
Leaps and Bounds	K-2	137	5,690	4,780	4,542	118	111	109	240	234	216
Mulligan Stew	4-7	160	3,633	4,926	5,303	113	138	173	166	235	252
On the Level	8-12	81	12,250	10,122	10,696	180	182	172	525	467	496
Ounce of Prevention, An	4-6	188	454	1,121	-	11	25	-	23	57	-
Powerhouse	5-8	28	28,832	26,336	23,128	729	69,991	511	1,394	1,249	1,066
Right Way, The	9-12	91	10,439	7,368	9,879	137	134	148	529	411	511
School Bus Safety	K-12	30	27,131	26,521	26,729	989	966	917	1,249	1,234	1,239
Self Incorporated	5-8	74	13,188	10,543	15,243	281	300	280	615	532	665
Soup to Nuts	4-8	140	5,518	6,596	5,661	94	138	102	263	337	254
Well, Well, Well with Slim Goodbody	1-3	42	21,485	2,494	-	969	115	-	1,034	123	-
VOCATIONAL AND CAREER EDUCATION											
Bread and Butterflies	4-7	127	6,530	5,048	8,465	140	145	201	308	249	382
Career Counseling	10-12	112	7,888	4,030	6,537	130	94	118	384	226	329
Freestyle	3-6	155	4,122	2,281	2,699	98	83	90	175	110	124
Making It Work	9-12	101	9,588	7,853	8,217	184	170	147	520	426	400
Photo Tips	6-12	186	661	-	-	16	-	-	39	-	-
Principles of Technology	10-12	189	404	460	-	12	10	-	31	24	-
Spaces	5-8	184	1,021	751	1,355	15	14	19	42	33	57
Workshop Hints	8-12	177	1,916	2,641	3,192	35	46	41	113	134	167
ENVIRONMENTAL STUDIES											
Environmental Studies	9-12	156	4,113	5,088	5,583	65	68	79	176	209	232
Pass It Along	4-5	187	576	584	-	16	18	-	29	26	-
Naturescene	6-12	43	21,283	23,704	17,512	513	513	423	990	1,022	35
COMPUTER ASSISTED INSTRUCTION											
Computer Room, The	4-7	173	2,833	-	-	46	-	-	124	-	-
Computerbreak	4-8	147	4,294	5,853	-	98	112	-	247	271	-
Don't Bother Me, I'm Learning	1-6	181	1,517	1,650	-	26	29	-	78	73	-
Income/Outcome$	9-12	193	112	180	-	2	1	-	5	6	-
Nibbles	6-12	185	745	-	-	14	-	-	37	-	-
Solutions Unlimited	6-8	190	358	440	-	6	2	-	16	22	-

UTILIZATION TRENDS IN ITV

UTILIZATION

Utilization growth

Utilization grew in 1986-87 due to a combination of key factors. These included the addition of 19 new series, substantial increases in the installation of new building distribution systems, the purchase of videotape machines, and the support supplied to teachers by building coordinators and utilization consultants. Utilization growth should continue in 1987-88 as the ITV series inventory is updated, as ITFS is fully utilized, and as reception improvements continue to be made by the S.C. ETV Network. The subject area having the highest series usage was language arts with 31 percent of the total, followed by social studies with 26 percent.

RECEPTION

Information on television equipment located in schools and used directly with students for instructional purposes was collected from the TV and equipment inventory component of the utilization survey.

Instructional Use of TV Sets

Of the 17,488 TV sets in our schools, 15,253 were reported used by students in classrooms or libraries for viewing ITV resources.

TV Sets

Seventy-five percent of all TV sets are color, and 98 percent of the schools now have color sets. A total of 17,806 teachers used 15,253 sets, 2,553 fewer TV sets than teachers.

Quantity of Sets

	1986-1987	1985-1986	1984-1985
Total Number of TV Sets	17,488	15,559	14,510
Amount of Change	2,030	+1,049	+461
Percent Change	+13.13%	+7.23%	+3.28%
Number of Schools w/TV Sets	1,081	1,093	1,089
Percent of Schools	98%	98%	97.23%
Number of Schools w/Color TVs	1,079	1,049	1,008
Percent of Schools	98%	94%	90%
Number of Districts with TVs	92	91	91

Color Status of TV Sets

	Total Number		Percent All Television Sets	
	1986-87	1985-86	1986-87	1985-86
Black/white	4,309	6,278	24.64%	40.35%
Color	13,179	9,281	75.36%	59.65%
Totals	17,488	15,559	100.00%	100.00%

Instructional Use of VTR's/VCR's

In 1986-87 there was a total of 3,156 VTR's/VCR's in our schools, 2,382 of which were used for taping/playback of ITV programs.

VTR's

School districts, individual schools and PTA/PTO units continued to provide VTR's to improve local scheduling of ITV programs. An additional 986 VTR's were purchased, a 45 percent increase in VTR availability over the previous year. Most VTR's, 99 percent, are of the color cassette type.

Quantity of VTR's

	1986-87	1985-86	1984-85
Total Number of VTR's	3,156	2,175	1,788
Amount of Change	986	+387	+327
Percent Change	45.53%	+21.64%	+22.38%
Number of Schools w/VTR's	1,051	986	920
Percent of Schools	95.46%	88.51%	82.14%
Number of Districts w/VTR's	92	91	91

Types of VTR's

	Number	Percent
3/4-inch cassette VTR	332*	10.50%
1/2-inch cassette Beta-Max	829*	22.21%
1/2-inch cassette VHS	1,953*	61.74%
Other	49*	1.55%
	3,156	100.00%

*Since some schools entered their equipment more than once, subtotals amount to 3,163.

ETV Reception Equipment Funds

These funds became available for the first time in several years, and were matched with television equipment purchases by the schools. The ETV-funded equipment placed was primarily to encourage replacement of aging black-and-white TV sets.

Summary of TV Equipment Placed

Number of Schools Receiving Equipment		151
TV Sets:		
25" TV's	33	
19" TV's	244	
		277
TV Stands		22
VCR's		4

STAFF DEVELOPMENT

A complete listing of program descriptions and broadcast schedules was included in the annual Instructional Television and Radio Resources book.

A diversified program of staff development offerings was broadcast daily over ETV open and closed circuit from 3:00-4:30 p.m., and over the Educational Radio Network from 3:00-4:00 p.m. for use as credit courses, resources for district certificate-renewal point plans, and professional development on a non-credit basis. This program consisted of 48 ITV and radio series and 96 single program specials, comprising a total of 510 programs. Programs were available to school administrators, district curriculum staff, teachers, teacher aides, and building custodial workers in 36 major areas.

	Educators Receiving Certificate-Renewal Credit		
	1986-87	1985-86	1984-85
Credit Courses			
Science in the Elementary School: Life Science	6	-	18
Staff Development Resources Used by Teachers			
Total Series and Programs Usage:			
ITV	5,071	8,728	2,377
IR	915	60	143
Individual Teachers Using Staff Development:			
ITV	629	6,028	1,274
IR	139	312	94

Utilization of Selected Series and Programs

ITV	1986-87	1985-86	1984-85
Copyright Issues	1,037	5,052	
Evaluation-BSAP Mathematics Achievement	491		
Welcome Back to School	328	400	
All the Difference	296		
Evaluation-BSAP Reading Achievement	283		
EIA School Improvement Council	264	722	
Creative Thinking Skills	247		
Improving Test Scores	203	422	115
S.C. Children's and Young Adults' Book Award	197		
Motivating Teachers and Students	191		
IR			
Go Ahead and Teach, You Don't Bother Me None	89	125	
Library Newsletter	72		
An Invitation to Learn/Succeed	69	145	
Creative Thinking Skills	59		
The Hurried Child	52		
They're Demanding Quality Education	50	83	
Tips for Teaching the Young and Restless	44		
Education Needs	42		
Classroom Management	40		
Self-Concept	32	38	

EDUCATIONAL CONFERENCES/WORKSHOPS

Instructional Television	Presentation	Display
Superintendent's Summer Conference, Myrtle Beach		
First View, Orlando		
SAT Screen		
New Guidance Counselor's Conference, Columbia	x	
New American Community Seminar		
Education Forum		
State Social Studies Conference	x	
S.C. Library Association Convention, Columbia		x
S.C. School Boards Association Convention, Myrtle Beach		
South Carolina State Science Conference, Columbia	x	x
State AECT Convention, Columbia		
SECA Conference, Tampa,		
Governor's Conference on Education, Columbia		
National AECT Conference, Atlanta		
Voyage of the Mini-Workshop, Columbia		
SCASL Convention, Greenville		
Third Annual National ITV Utilization Conference, Lexington, Kentucky		x
Spring ITFS Distribution Centers' Conference, Columbia	x	
COMPUTER		
Early Childhood Institute, Columbia	x	
Plato-WICAT Seminar, Columbia		
IBM Seminar, Columbia		
National Conference of the Council on Economic Education, Hilton Head		
SEIL Education Technology Forum, Atlanta		
Tandy ESTC Seminar, Charleston		
S.C. State Science Conference, Columbia	x	
SEED Invitational Conference for SDE's, Atlanta		
Educators' Computer Workshop, Spartanburg		
Florida Annual Computing Conference, Orlando	x	
SEED Publisher's Meeting, Orlando	x	
On-Line Cataloging Workshop, Summerville		
Desktop Publishing, Networking, Communication Seminar, Columbia		
Pathways Project Workshop, Rock Hill		
Charleston Computer Conference, Charleston		
Tandy Track Star Board Demonstration, Charleston		
SEED Annotators and Training Meeting, Raleigh	x	
IBM Workshop on Electronic Mail, Columbia		
Demonstration of Network System, Integrated Classroom Learning System, sponsored by Apple Computer Co., Ideal Learning, Inc., and Hart, Inc.	x	
Use CD-ROM Seminar, Columbia		
SCCCE Public Domain Workshop, Columbia		
Taught Introduction to Computers in Education Course, Rock Hill (Armstrong)	x	
S.C. School Administration Summer Leadership Institute, Myrtle Beach	x	

Other Computer Related Activities:

Reviewed critical teaching needs course grant applications
Reviewed proposals for certificate-renewal computer courses
Monitored CTN certificate-renewal computer courses
Met with company and other agency representatives
Took graduate credit course
Participated in Project SEED planning meetings and related activities
Attended Pathways Project workshops
Participated in South Carolina Council for Computers in Education (SCCCE) committee meetings
Gave informational briefings about the office's computer services, activities, and publications
Conducted administrative conference on the office's computer services
Conducted administrative conference to assist educators in the administrative use of computers
Conducted administrative conference on educators' use of CAI
Visited school to assist, observe use of CAI
Operated six BSAP computer software labs
BSAP language arts, math, science software advisory committees
Contracted with firms to obtain hardware and software
Developed recommended course outlines for three CTN computer courses

Meeting	Purpose	Attendance
ITFS District Distribution Centers Conference, West Columbia, June 2, 1987	To review year's operation, future needs, and plans	57

TELECONFERENCES

Teleconferences continue to be recognized by the Department as an innovative and economical means of facilitating meetings. Teleconferences held during the past two years and projected for 1987-88 include the following.

Teleconference	1987-88	1986-87
Automated Management System for the Library	1	-
Math BSAP	-	1
Food Services	-	-
Law-Related Education	-	4
Update: Music Education	4	4
Totals	5	9

STATEWIDE COMPUTER SURVEY RESULTS

Introduction

The April 1987 Computer Survey was the fourth statewide assessment of computer use by schools and districts by the Department of Education. A comparison of data from 1983-1987 is provided where available to give evidence of trends in the acquisition and use of computer technology.

Survey Design

The questionnaire inventoried computer equipment and software, and dealt with such issues as instructional and administrative uses of computers and funding. A 15-question school form and a 10-question district form was developed and distributed to all the South Carolina public school principals and district superintendents. All 1,101 schools and 92* school district offices were sent survey forms.

Response Rate

For the computer survey, the response rate for school district offices was 92* returned forms, or 100 percent, and for schools, 1,099 forms returned, or 99.8 percent.

Survey Results

Computer Equipment Inventory

1. Instructional and Administrative Use

   Of the 24,041 computers in the schools 88 percent in secondary schools (excluding vocational schools) were used for instruction and 6 percent for administration. For elementary schools, 86 percent were used for instruction and 7 percent for administration.

2. Computer Hardware Availability in Schools

	Quantity of Computers		
	1986	1985	1984
Total Number of Computers	24,041	14,959	6,400
Amount of Change	9,082	8,559	2,346
Percent of Change	60.71%	134%	58%
Number of Schools with Computers	1,061	1,062	911
Percent of Schools	96.37%	95%	81%
Number of Districts with Computers	92	93	92
Percent of Districts	100%	99%	98%

*Includes Department of Youth Services

3. Change in Computers in Schools by Brand

Brand	1986	1985	1984
Apple	14,686	8,681	3,290
Radio Shack	2,071	1,817	1,218
IBM	3,574	1,367	247
Commodore	854	852	561
Texas Instruments	452	602	575
WICAT	370	424	--
Computer Curriculum Corporation	423	328	--
Atari	494	273	240
Others	1,117	615	269
	24,041	14,959	6,400

4. Change in Computers in Schools by Use

	1985	1984	Percent Change
Total Computers	24,041	14,959	+ 60.71%
Instructional	21,088	14,122	+ 49.11%
Administration	1,553	890	+ 74.50%
Both Instr. & Admin.	1,444	---	----
Printers	6,850	3,875	+ 76.77%

Ratio of Computers to Students: 1:40

5. Instructional and Administrative Uses of School Computers

		Instr. Use		Admin. Use		Instr. & Admin. Use		Printers	
School Level	Total Computers	Qty	% of Total	Qty	% of Total	Qty	% of Total	Qty	% of Total
Elem.	9,384	8,114	86.4%	645	6.9%	652	6.9%	2,173	32%
Sec.	14,657	12,974	88.5%	908	6.2%	792	5.4%	4,677	68%
Total	24,041	21,088	87.7%	1,553	6.4%	1,444	6.0%	6,850	100%

6. Number of Computers in Schools

	Number of Computers		% of Total Computers		Number of Schools with Computers		Ratio of Computers to Schools with Computers	
	1986	1985	1986	1985	1986	1985	1986	1985
Elementary	9,384	7,575	39%	50.6%	627	761	15.0/ School	10.0/ School
Secondary	14,657	7,384	61%	49.4%	434	301	34.0/	24.5/
Total	24,041	14,959			1,061	1,062	22.7/ School	14.1/ School
Percent of Schools with Computers:					96.4%	95.3%		

9. Frequency of K-12 Schools per Number of Computers

Number of Computers Per School	Number of Schools With Indicated Number of Computers 1986	1985	1984
1	69	177	333
2	49	104	154
3	62	90	75
4	53	76	70
5	48	61	44
6	51	61	31
7	47	52	36
8	51	47	20
9	49	39	17
10	36	44	23
11	26	40	18
12	39	29	18
13	37	20	8
14	38	20	11
15	30	26	9
16	31	24	5
17	34	22	9
18	28	17	6
19	21	9	7
20	15	21	4
21+	247	83	13
Total Computers	1,061	1,062	911
Number of Schools Having 1 to 2 Computers	118	282	487
Number of Schools Having 10 or More Computers	582	311	131

Instructional and Administrative Uses, Software, and Funding for 1986-87

1. District Computer Survey

a. Technology Use

- Technologies Being Used Within the District
The use of microcomputers was reported by 92 districts. Nine reported the use of videodiscs and 23 reported the use of data communications.

b. Hardware and Software

- Funding
Eighty-three districts reported a total of $14,658,663 has been spent by various funding sources on computers and software.

- Utilization at the District Office Level
Sixty-eight districts estimated utilization of $1,207,902 of the total above for hardware, and 63 districts estimated an expenditure of $228,858 for software at the district office level.

- New Computer Equipment Purchases
For the 1987-88 school year, 42 school districts planned to buy additional computer equipment, and 44 districts planned to buy additonal printer equipment for training/staff development or administration, or both.

- Use of State Department of Education Math and Language Arts Software BSAP Correlation Publication as Purchase Information Source
Sixty-six districts indicated that, to some extent, BSAP contributed to their purchase decision in language arts and mathematics, and helped 52 districts with their science purchase decision.

- Use of SEED Project Reviews
Seventy-three districts indicated receiving and having access to the SEED project reviews. Sixty-four percent of the districts indicated that the SEED reviews have been very helpful to them.

2. School Computer Survey

a. Technology Use

- Technologies Being Used Within Schools
The use of microcomputers was reported by 1,072 schools; 33 reported using robotics, 77 used videodiscs, and 105 used data communications.

b. Hardware

- New Equipment Purchases
The purchase of new computers was planned by 1,061 schools during the 1987-88 school year. Also, 1,044 schools planned to buy new printers for instructional or administrational purpose and/or both.

c. Instructional Use

- The number of faculty members considered to be computer literate to the extent that they can use computers for instruction or for management of instruction was 17,743 or approximately 48 percent of total faculty in schools compared to 36 percent last year. Of the certified faculty staff, 28 reported use of the computer for instruction of students.

- Items needed which affect the improvement of the instructional use of computers in schools were, in order of priority, (1) more software, (2) opportunity to preview software, and (3) more computers. The need for more computers was indicated as the greatest single obstacle to the use of computers for instruction.

- The top 10 studies or subjects and the number of schools in which computers were used for instruction were math, 877; English, 782; computer literacy, 499; science, 347; social studies, 347; other, 277; business education, 183; vocational education, 97; and arts, 89. In 1987, math, computer literacy, and English (or language arts) were the top three subject areas for which computers were used.

- The top three locations in schools for the placement of microcomputers were libraries/media centers, regular classrooms, and computer laboratories .

- Use of State Department of Education Math and Language Arts Software BSAP Correlation Publication as Purchase Information Source
This listing continued to be a valued source for reference in software purchase decisions.

- Use of SEED Project Reviews
It was indicated by 772 schools that the SEED reviews provided a source of quality reviews of software.

ITV AND RADIO AWARENESS

The office with the assistance of S.C. ETV, continued an active informational program for educators and the general public. Highlights of this effort included:

- Newsletters

  Four issues of the "Instructional Technology Newsletter" were published, featuring articles of interest to educators. These included information on resources; examples of educational practices along with their uses; and information about newsworthy events and credit courses offered.

- Update: Department Report

  These nine monthly television programs featured various offices of the Department of Education with announcements of current interest to educators. Programs were also rebroadcast over the S.C. Educational Radio Network.

- Office Displays

  A display was exhibited at three educational conferences.

- American Education Week

  A program relating to the national and statewide use of instructional television and radiowas scheduled on S.C. ETV's "Open Line" at 7:30 p.m. during American Education Week.

PLANS FOR 1987-88 TO

EXPAND AND IMPROVE UTILIZATION AND RECEPTION

Utilization

In addition to projected in-services and other consultant services, the following activities are planned to improve the quality and quantity of ITV/radio usage.

- Staff Development Programming

  For Teachers: Previews of new ITV resources are provided during May. Special programs on general utilization techniques and of individual series are scheduled throughout the year.

  For Building Coordinators: The following special programs, designed for the particular needs of building coordinators, are scheduled.

Role of the Building Coordinator	8/28/87, 2/10/88
VTR/VCR Scheduling Techniques	8/11/87, 2/9/88, 12/17/86
ITV Utilization Survey	3/29,30/88

- District Distribution Center Personnel

  The 11th Annual Spring Conference will be held on May 31, 1987. The purpose of the conference will be so that district distribution center personnel review curriculum needs. A conference to review technical topics is being explored for December 1987.

Staff Development

A total of 259 broadcast hours are planned, with 22 percent of these being new programming time. Three ITV/R series are new and 510 programs are scheduled in 48 series and 96 single program specials.

The three tables below provide details on staff development resources.

Total Hours of Staff Development Broadcast Programming

Projected for 1987-88

	ITV	IR	Totals
Total Programs	434	76	510
Total New Programs	63	28	91
Total Hours	202	57	259
Total New Hours	36	27	58
Percent of New Hours	18%	38%	22%

Total Hours of Staff Development Non-Broadcast

(Tape Delibery) Programming Projected for 1987-88

	ITV	IR
Total Programs	75	2
Total Series/Courses	3	-
Total Hours	37.5	1.4

ITV and Radio Staff Development Resources Broadcast

Historical Totals

	1986-87	1985-86	1984-85
SERIES			
Total Programs	414	460	436
Total Series	48	50	48
Total New Series	3	7	6
Total New Programs	52	124	95
% New Programs	12%	27%	22%
SINGLES			
Total Programs	96	71	69
Total New Programs	49	14	14
% New Programs	51%	20%	20.3%
TOTALS			
Total Programs	510	531	505
Total New Programs	91	138	109
% New Programs	18%	26%	22%

Network Expansion and Local Reception Improvements

Projected for 1987-88

Minor Projects Installations

ETV plans to continue the installation of regular and portable classroom outlets on a cooperatively funded basis with school districts.

ITFS - Replacement Network

By September 1986, the South Carolina ETV Network had completed Phase I of construction of the ITFS closed-circuit replacement network for grades 7-12. All secondary schools previously on leased closed-circuit facilities were switched to the ITFS channels at that time.

ITFS Reception for Tape and Delay Centers

The closed-circuit cable link at the Irmo ITFS distribution center will be replaced by full ITFS service.

ITFS Reception for Schools Served by Wide Area Transmitters (WATS)

These secondary schools are served by two ITFS channels, with ITV programming originating from S.C. ETV in Columbia, and scheduled in the annual Instructional Television and Radio Resources book. Two schools will be added to the ITFS WAT system - New Allendale High (Allendale County) and Oak Brook Middle (Dorchester 2).

ITFS Line Feeds

Line feeds became a service of the past during the year. These were being used by secondary schools and taping centers to receive special telecasts of ITV programs. Due to the excessive wear on tape machines at ETV and on the master tapes themselves, the service had to be discontinued. Line feeds totaled 5,794 during 1985-86 and declined to 3,486 for 1986-87. The restructive of this service occurred in March 1987.

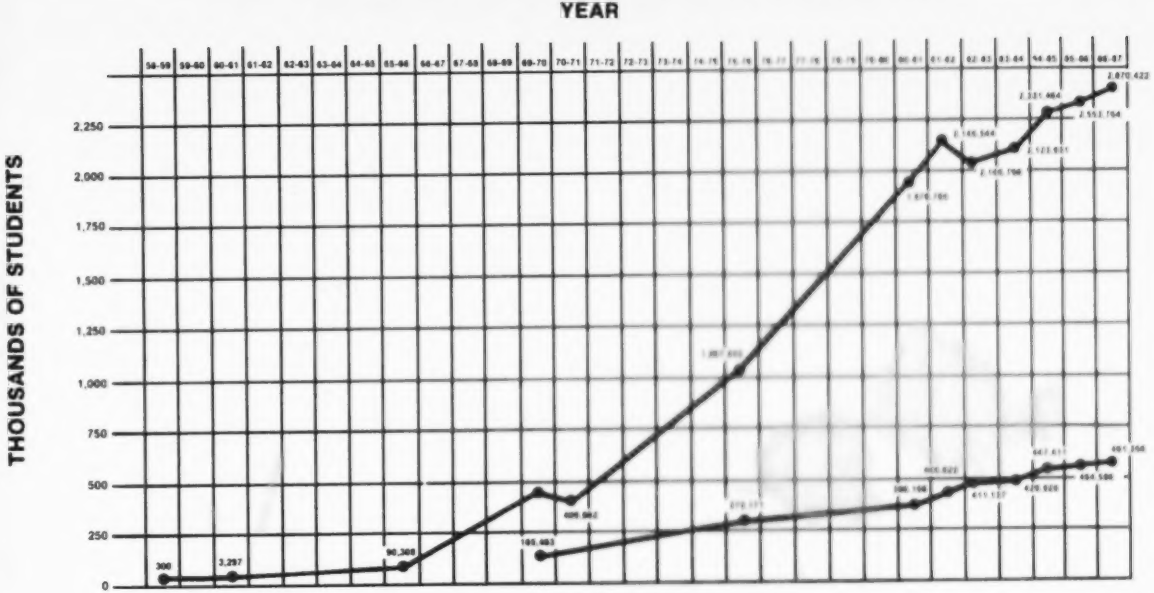
Computer Software Evaluation Porject (SEED)

The seven member states of the Software Evaluation Exchange Dissemination (SEED) project (Mississippi joined in June 1986) are continuing the project for 1987-88. Each state is to complete 75 evaluations for which we will train an additional 75 evaluators in a series of 18 regional workshops to be held in September and October 1987.

Subject areas of the software titles to be evaluated will primarily include language arts, mathematics, social studies, and science.

ITV UTILIZATION - 28 YEARS

TOTAL ITV SERIES USAGE
TOTAL INDIVIDUAL STUDENTS VIEWING



This chart shows the total ITV series usage, which counts students for each different series viewed and the number of individual students viewing ITV. Individual students viewing ITV was not officially documented until 1969-70. For further information, contact the S.C. State Department of Education's Office of Instructional Technology, 206 Rutledge Building, Columbia, SC 29201.

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